

Marketing to Children: A Customer Journey Analysis Using the Example of a Toy Manufacturer

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Abstract

Companies spend huge amounts on marketing efforts to reach their target groups. In recent years, especially the importance of children being a target group for marketing has increased. Since they are actual buyers, influencers of third-party buying decisions and additionally future buyers, they represent three markets. To identify, out of the numerous touchpoints through which a target group interacts with a company, those having a significant effect on the buying decision and customer retention, analyzing a customer's journey is a key instrument for companies. This explorative paper aims to combine both topics: marketing to children and customer journey. Using the example of a toy manufacturer the customer journey is adapted for a young target group. To achieve this goal, a qualitative survey of targeted individuals was conducted and evaluated using the tool MAXQDA. Concerning the classification of the touchpoints, adjustments according to the specific target group were required.

Keywords: *marketing-to-children; customer-journey ; touchpoints*

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